

## ITS Canada Trade Mission to Australia October 10-14, 2016

### Summary

Between October 10 and 14, ITS Canada hosted a trade mission to Australia in cooperation with the Consulate General of Canada in Sydney (SYDNY), the Canadian Consulate in Auckland (AKLND) and the Canadian Embassy in Manila (MANIL) which included 4 other ITS Canada industry partners namely: International Road Dynamics, Intelligent Mechatronic Systems, Joe Lam & Associates, TrustPoint Innovation Technologies and was led by ITS Canada Board Director Michael De Santis, MI-8 Innovation. The trade mission to Australia coincided with the 23<sup>rd</sup> ITS World Congress (ITSWC) in Melbourne. A total of 4 ITS Canada Board Directors attended the ITS WC 2016 in Melbourne. A significant delegation from Greater Montréal (21 companies and organizations) led by Mr. Aref Salem, member of the Executive Committee of the City of Montréal also was present in With close to 11,500 delegates from 73 countries, the ITSWC was the second largest international association conference ever to be held in Melbourne. The 24<sup>th</sup> ITSWC will take place in Montréal between October 29 and November 2, 2017.



### Background

ITS refer to the application of advanced and emerging technologies (computers, sensors, electronic devices, etc.) in transportation to enable various users to be better informed and make safer, more coordinated use of transportation networks. Australia continues to be at the forefront of the implementation of these applications, including for managed motorways, free flow tolling, and the use of driverless trains and automated trucks in the mining sector. Combined with a significant pipeline of new Australian roads and public transportation projects (valued at approx. A\$125bn), there is therefore a major potential for Canadian participation in the Australian ITS industry. Technologies of key interest include: data acquisition, analytics, connectivity, and security; spatial information; virtualisation tools; and crowdsourcing solutions. Market opportunities also exist for solutions **addressing the mobility of Australia's growing cities, enhancing safety and efficiency for heavy freight travelling long distance, or offering operational/safety/environmental benefits to operators.**

### Mission program

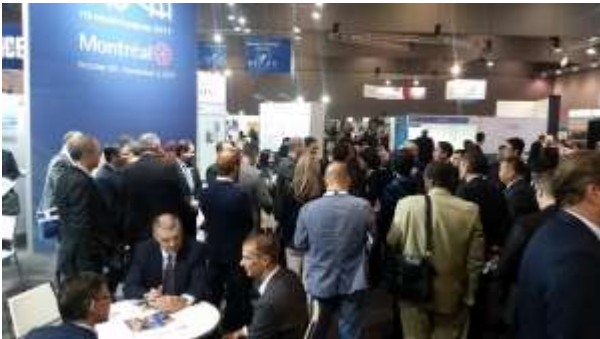
In advance of the trade mission, ITS Canada together with the Canadian Consulate General Trade Commissioner Services based in Sydney, assisted the participating companies with their business development efforts in Australia, and received qualified contacts service requests from 8 companies (all TCS clients). The TCS worked with each member company individually to get a better

understanding of their market entry strategy, drafted short profiles highlighting their respective value propositions, and approached close to 80 companies and organizations on their behalf. In view of facilitating high potential connections, TCS requested from local contacts that they identify specific Canadian companies with which interests might align. A total of 30 qualified contact referrals were provided to the 8 TCS clients as a result of these outreach efforts. Working in partnership with the Government of Victoria, an additional 10+ qualified contact referrals were provided based on the interest of the TCS clients to engage with specific companies on the Victorian delegation.

The majority of the qualified contact referrals have led to high potential business to business meetings during the ITSWC. These qualified contacts included potential buyers of Canadian equipment and services (e.g., roads and public transportation operators, public authorities responsible for new infrastructure development, major EPCM contractors, etc.) and potential partners (e.g., tier 1 and 2 service providers to the Australian ITS industry).

An industry briefing session was also organized for the Canadian delegation on the Australian and New Zealand ITS industries, as well as key opportunities in the ASEAN infrastructure sector. The briefing session included presentations from two ITS-focused, Australian consultancies; Main Roads Western Australia; ITS New Zealand; and MANIL/Dodjje Fabian (Trade Commissioner, Infrastructure - ASEAN).

ITS Canada also co-hosted four separate B2B meetings in cooperation with ITS China consisting of 20+ industry companies, ITS Shenzhen consisting of 10+ industry companies, ITS Taiwan and ITS Singapore.



## Key highlights

- A networking reception in Melbourne organized in partnership with the Canadian Australian Chamber of Commerce (CACC). The reception was attended by close to 70 participants and included keynote addresses from Mr. Mike McGrath (head of the CACC chapter in Victoria and Managing Partner at PwC Australia), Mr. John Jung (Executive Director – Intelligent Community Forum Canada, visiting Melbourne in the context of a separate, SYDNEY-led, ICT Investment Champion Speaker initiative) and Mr. Aref Salem (Member of the Executive Committee responsible for Transport, City of Montreal).
- A number of TCS clients were invited to bid for tenders and provide follow up demos further to their meetings with local contacts.

## Next steps

ITS Canada and the TCS in Sydney will continue to assist mission participants and follow up on their market entry progress.